

Abstract

Diploma thesis „The first developmental stages of advertising in traditional media“ deals with the commercial use of media in its first forms and handles the evolution of advertising communication in conjunction with the development of media. Traditional media – print, radio and television in the period starting with emergence of these media until the point of establishment of advertising as their more or less apparent part were selected as a purpose of this study.

This thesis tries to answer following questions:

- How did the advertising in traditional media in the first moments of its existence form and evolve?
- How did the first developmental stages of media advertising look like?
- What was the reaction of the audience to new forms of media advertising?
- How did enter of advertising into the media influence them and their contents or how did the media influence the ads?

Attention is paid to forms of impact of advertising to media and their contents and forms of impact of media on advertising, and describes the types and forms of commercial messages in traditional media in its infancy.

The work is primarily concerned with the first stages of development of advertising in the countries, where the development of print, radio and television and advertising began. Situation in Great Britain and the United States of America is emphasized and accompanied by the specifics of the situation in our country, while trying to offer also the historical context of the development of these media, which is perceived as an integral part of the described development of media advertising.